

6 December 1957

MEMORANDUM FOR: Deputy Director (Intelligence)

SUBJECT : Use of Polls and Surveys in the DDI Area

1. You asked me to determine the extent to which polls and surveys are used in the DDI Area. The following points are the major conclusions of this survey:

a. All polls and surveys are routed by at least one Office.

b. USIA polls are preferred to others but the feeling of preference does not appear to be particularly strong.

c. All polls on elections appear to have been accurate within acceptable margins of error.

d. Some polls have been extremely accurate and others have furnished unique information.

e. Polls seldom, if ever, form the primary source for an intelligence report. They are generally used as background, to stimulate or confirm speculation, or as part of an original mass of material on the given problem.

f. Polls are used almost entirely for information concerning current attitudes rather than for long term trends since it is believed that there are many factors which can affect public opinion very quickly, and which are most likely to be known from general analysis than from the polls themselves.

g. It would be useful to have more polls and surveys than are presently available.

h. ONE, OCI and OCR all indicated that it was necessary to exercise some caution in using the results of some polls and surveys, and that while the results frequently were useful because they gave measurable data, it was necessary to interpret the significance in the light of other information.

2. Use of Polls and Surveys:

	ONE	OCI	ORR	OSI	OCR	OBI	OO
Use Directly	X	X		X			
Use Indirectly	X				X	X	
Procure					X		X
Intends to Use			X				
No Interest							

3. There are attached copies of statements on this subject from each Office, if you should care to read any of their views in greater detail.

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